



## **The Program of**

**The Second International Conference of the Faculty of Tourism and  
Hotels Mansoura University in Co-Operation with the Italian  
Archaeological Centre of the Italian Cultural institute**

## **Tourism Marketing of the Delta Area**

**Under the auspices of**

**Prof. Khaled Abdel Ghaffar**

**Minister of Higher Education**

**Dr. Inas Abdel Dayem**

**Minister of Culture**

**Prof. Ashraf Mohamed Abdel Baset**

**President of Mansoura University**

**Prof. Ashraf Mohamed Swelam**

**Vice-president of Mansoura University for  
Postgraduate Studies and Research Affairs**

**President of the Conference**

**Amina Ibrahim Shalaby**

**Dean of the Faculty of Tourism and Hotels -  
Mansoura University.**

**Vice - President of the Conference**

**Prof. Nehad Kamal Eldin**

**Vice-dean of the Faculty of Tourism and Hotels  
- Mansoura University for Postgraduate  
Studies and Research Affairs.**

**Secretary General of the conference**

**Prof. Mohamed Ahmed Abdel Latif**

**Professor of Islamic and Cotic Archoeology**

**Faculty of Tourism and Hotels**

**Mansoura University**

**Rapporteur of the Conference**

**Dr. Mohamed Abdel Fattah Zohary**

**Head of Hotels Studies Department**

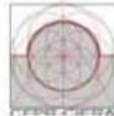
**Faculty of Tourism and Hotels**

**Mansoura University**

**4-5 March 2019**

**Cairo Opera House- Small Hall**





**Day (1)**

**Monday 04/03/2019**

**09.00 am - 10.00 am: Registration.**

**10.00 am - 12.30 pm: The Opening Ceremony.  
The national Anthem  
The Holy Qur'an.**

**10.15 am - 10.25 am:** • *Documentary on the Faculty of Tourism and Hotels – Mansoura University.*

**10.25 am - 10.35 am:** • *Documentary on Tourist Destinations in Delta*

• *Speech of Prof. Nehad Kamal Eldin*

*Vice-dean of the Faculty of Tourism and Hotels – Mansoura University for Postgraduate Studies and Research Affairs.*

• *Speech of Prof. Amina Ibrahim Shalaby*

*Dean of the Faculty of Tourism and Hotels – Mansoura University*

• *Speech of Prof. Ashraf Mohamed Swelam*

*Vice-president of Mansoura University for Postgraduate Studies and Research Affairs*

• *Speech of Prof. Ashraf Mohamed Abdel Baset*

*President of Mansoura University.*

• *Prof. Kamal Sharobem*

*Governor of Dakhlya Governorate*

• *Speech of Dr. Inas Abdel Dayem*

*Minister of Culture.*

• *Speech of Prof. Khaled Abdel Ghaffar*

*Minister of Higher Education.*

**11.25 am - 12.00 pm:** • *Lecture of the Conference's Guest of Honour; Dr. Zahi Hawas  
the Egyptian Egyptologist and Former Minister of Antiquities.*

**12.00 pm - 12.30 pm: The Honouring Ceremony - 800 years Mansoura exhibition**

**12.30 pm - 12.45 pm: Coffee Break.**







**Day (1) Monday 04/03/2019**

**12.45 pm - 01.30 pm**

**Session I**

**Session of the the Italian Archaeological Centre of  
the Italian Cultural institute.**

**Chair of the Session: Prof. Ali Omar**

*Prof. of Tourism Guidance – Helwan University and Rapporteur of  
the Tourism and Hotels Sector Committee.*

**12.45 pm - 01.00 pm: ▪ Giuseppina Capriotti Vittozzi**

*Director of the Italian Archaeological Centre*

**Italian Archaeological centre of the Italian Cultural Institute**

**01.00 pm - 01.15 pm: • Prof. Hagagy Ibrahim**

*Dean of the tourism and hotels institute in Hurghada*

**The Relationship Between Italy, Poland, Australia, Turkey and Students  
of The Universities of Archeology and Tourism in the Central Delta Region**

**01.15 pm - 01.30 pm: • Dr. Maged Gayed**

*Assistant Director of the Italian-Egyptian Centre for Restoration  
and Archaeology*

**Presentation Of a Brief with Photos for The Italian-Egyptian Center for  
Restoration and Archaeology (CIERA)**



**Day (1)**

**Monday 04/03/2019**

**01.30 pm - 02.30 pm**

**Session 2**

**The Future of Tourism in Egypt.**

**Chair of the Session: Prof. Sherif Al Sabban**

*Professor of Tourism Guidance – Minia University*

▪ **Prof. Hazem Ateya**

*Dean of the Faculty of Tourism and Hotels, Minia University – the Former Vice-president of Minia University – the Tourism and Culture Counsellor of Egypt and Germany – the Former Governor of Fayoum Governorate.*

▪ **Prof. Amr Sedky**

*Head of the Tourism Committee in the Parliament of Egypt.*

• **Mr. Hazem Nasr**

*Deputy Editor-in-Chief of the Egyptian Newspaper Al-Akhbar and President of Journalists in Dakahlya Governorate*

